

# Fashion Store

The main objective of this project is to analyze an annual sales data for 2023 to gain actionable insights that will enhance the Performance of the Fashion Store and grow more sales in 2024





# Recommended Analysis

- Compare the sales & orders using single chart.
- Which month got the highest sales & orders?
- Who purchased more, Men or Women in 2023?
- What are different order status in 2023?
- List Top 5 states contributing to the sales.
- Which channel is contributing to Max sales?
- Highest selling category?
- Relation between Age & Gender based on Max no of orders.





# Insights

- Mar got the highest sales & order.
- Women are more likely to buy compared to Men (65%)
- Most of the Order status is “Delivered” (92%)
- Maharashtra, Karnataka & UP are the Top 3 States
- Adult age group (30-49 years) is Max contributing (50%)
- Amazon, Flipkart & Myntra channels are Max contributing





# Final Conclusion

Target **Women** customers of age group of **30-49 years** living in **Maharashtra, Karnataka** and **Uttar Pradesh** by showing **ads/offers/coupons** available on **Amazon, Flipkart and Myntra**.

